United Nations A/72/258

General Assembly

Distr.: General
31 July 2017

Original: English

Seventy-second session
Item 57 of the provisional agenda*

Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 71/101 B, provides highlights of recent activities of the Department of Public Information of the Secretariat, with a particular focus on areas of reference and interest reflected in the resolution and in the deliberations of the Committee on Information at its thirty-ninth session.

* A/72/150.

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I. Introduction

1. In paragraph 103 of its resolution 71/101 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-ninth session and to the Assembly at its seventy-second session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its thirty-ninth session, held from 24 April to 5 May 2017 (A/AC.198/2017/2, A/AC.198/2017/3 and A/AC.198/2017/4). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its thirty-ninth session (A/72/21).

2. The present report contains updates to the information provided to the Committee on Information at its thirty-ninth session, including a summary of activities undertaken by the Department from March to September 2017 through its three subprogrammes: strategic communications services, news services and outreach and knowledge services.

II. Strategic communications services, including United Nations information centres

A. Peace and security

3. Working closely with the Departments of Peacekeeping Operations and Field Support, the Department of Public Information marked the 2017 International Day of United Nations Peacekeepers on 24 May at United Nations Headquarters under the theme "Investing in peace around the world". The commemoration allowed United Nations information centres to engage with Member States through a range of events, including parades and marches, exhibitions, book fairs, seminars, outreach to schools, multimedia programmes and translation of the Secretary-General's message into local languages for distribution. The United Nations information centre in Dakar, together with the Ministry of Armed Forces and the Association of Friends of Captain Mbaye Diagne, paid tribute to missing peacekeepers with an official ceremony and a subsequent panel discussion. The United Nations information centre in Dar es Salaam, United Republic of Tanzania, hosted a briefing by former Tanzanian peacekeepers for more than 1,300 students. In Bangladesh, the President and Minister for Foreign Affairs joined more than 1,500 attendees at an event honouring fallen and injured peacekeepers, which was co-organized by the Office of the United Nations Resident Coordinator with support from the United Nations information centre in Dhaka. The United Nations information centre in Kathmandu helped the United Nations country team to create a memorial plaque on the United Nations compound dedicated to fallen Nepalese peacekeepers.

4. The Department, in cooperation with the Departments of Peacekeeping Operations and Field Support and the Department of Political Affairs, organized a meeting, held in Brindisi, Italy, in June, of the Chiefs of Strategic Communications and Public Information in United Nations peace operations, to share best practices and guidance and carry out a crisis communications simulation exercise.

5. As part of the strategic communications support that the Department of Public Information is providing on the issue of sexual exploitation and abuse, the Department launched a system-wide website on the issue in consultation with the Departments of Peacekeeping Operations and Field Support, the Office of the

Special Coordinator on Improving United Nations Response to Sexual Exploitation and Abuse and other United Nations entities. It produced advocacy materials for distribution to peace operations and undertook planning for the high-level event on the subject, to be held at Headquarters in September.

6. Communications support was provided to the new Office of Counter-Terrorism, as previously given to the Counter-Terrorism Implementation Task Force Office, for raising awareness about the Secretary-General's Plan of Action to Prevent Violent Extremism, and to the Office of the Special Envoy of the Secretary-General for Syria.

7. The Department, in collaboration with the Departments of Peacekeeping Operations and Field Support, undertook public information assessment missions to the United Nations Stabilization Mission in Haiti (MINUSTAH) and the United Nations Mission in South Sudan (UNMISS). Regarding MINUSTAH, the Department of Public Information met with Mission leadership to map out future communications priorities and strategies as the Mission prepares to close and planning for a new mission, the United Nations Mission for Justice Support in Haiti, which will succeed MINUSTAH. Regarding UNMISS, the Department of Public Information met with Mission leadership to explore how to strengthen the Mission's multimedia content and capacity and to better leverage Headquarters support for the Mission.

8. In June, the Department provided wide-ranging coverage of the United Nations conference to negotiate a legally binding instrument to prohibit nuclear weapons, leading towards their total elimination, held at Headquarters, across multiple languages and platforms. It also facilitated coverage of the negotiations by external media outlets.

B. Human rights

9. The Department continued its promotion of activities in support of human rights across the United Nations system. To publicize the International Decade for People of African Descent (2015-2024), the Department promoted the Fellowship Programme for People of African Descent of the Office of the United Nations High Commissioner for Human Rights and produced a short film on descendants of slaves in Portugal.

10. For International Day of Reflection on the Genocide in Rwanda, the Department worked with the Permanent Mission of Rwanda to the United Nations to organize a memorial ceremony at Headquarters in New York. Commemorative and educational events were arranged by United Nations information centres in Dar es Salaam, United Republic of Tanzania, Lagos, Lusaka, Nairobi, Ouagadougou, Pretoria and Tehran, among others, and the United Nations Information Service in Geneva. As part of the outreach programme on the Rwanda genocide, the Department briefed some 350 New York City middle school students in May and June.

11. For the sixteenth session of the Permanent Forum on Indigenous Issues, the Department produced a series of background fact sheets in four languages, organized four press conferences and provided broad news coverage of the session in eight languages. It also organized the first-ever indigenous media zone at Headquarters, giving indigenous media a working space to cover the session and amplifying indigenous voices. More than 40 indigenous media representatives used the zone as a workspace, and the panel discussions with experts, streamed live on Facebook, received up to 20,000 views per session.

12. In the lead-up to the seventieth anniversary of the Universal Declaration of Human Rights, in 2018, the Department partnered with the media application company Showbox and the non-governmental organization (NGO) Universal Human Rights Initiative to launch a participatory video campaign encouraging people to record themselves reading an article of the Declaration in their native language, in support of building a corresponding multilingual video collection on the United Nations website.

C. Promotion of the Sustainable Development Goals

13. The Department further leveraged its umbrella campaign "Sustainable Development Goals: 17 Goals to Transform Our World" in all six official languages to raise awareness of the Goals; spur individuals to take action to achieve them; and highlight how Governments, the private sector and civil society are taking concrete steps and making additional commitments to integrate the Goals into their action plans.

14. Partnerships continued to play a crucial role in communicating the Sustainable Development Goals in a way that reached the widest possible global audience. The "SDGs in action" app, created in collaboration with the GSM Association, was launched in several official languages and was promoted at key events, including the Mobile World Congress in Barcelona, Spain, and the Economic and Social Council high-level political forum on sustainable development in New York.

15. In April, as part of the Common Ground initiative bringing together the world's six largest advertising holding companies in support of the Sustainable Development Goals, a three-day "rapid innovation workshop" was held at Google offices in New York, with substantive content and on-site assistance provided by the Department.

16. United Nations information centres also continued to engage in strategic partnerships to amplify United Nations messages and promote a better understanding of the Sustainable Development Goals. The United Nations information centre in Buenos Aires collaborated with Argentina's Ministry of Education to disseminate United Nations materials through Educ.ar, an online platform used by teachers that receives 1.3 million visitors. The United Nations Regional Information Centre for Western Europe, in Brussels, worked with the social enterprise Sparknews to promote the Sustainable Development Goals through content in leading newspapers.

D. Special information programme on the question of Palestine

17. In collaboration with the Division for Palestinian Rights of the Department of Political Affairs, the Department of Public Information provided outreach and communications support for the United Nations Forum to Mark Fifty Years of Occupation, organized under the auspices of the Committee on the Exercise of the Inalienable Rights of the Palestinian People and held at the United Nations in New York on 29 and 30 June. The Department produced short videos showcasing daily Palestinian life for United Nations events and further dissemination via social media. It also updated the content of the permanent exhibit on the question of Palestine at Headquarters.

E. New Partnership for Africa's Development

18. The Department continued to raise global awareness of and support for the New Partnership for Africa's Development through its magazine *Africa Renewal/Afrique Renouveau* and the *Africa Renewal* website, in both English and French. During the reporting period, the Department produced issues on partnerships for the Sustainable Development Goals and on life underwater. Between March and June, the Department also placed 19 magazine news features in English and French, which were republished 366 times, in 193 media outlets from 36 countries.

19. The Department continued to work closely with the African Union to raise public awareness of the latter's Agenda 2063 and the Sustainable Development Goals.

F. Ocean Conference

20. The Department promoted the Ocean Conference, held in New York from 5 to 9 June, by providing a comprehensive communications package with key messages, backgrounders, videos and photos along with the Conference logo in all six official languages and branding for key Conference locations. A press kit and social media package were produced prior to the Conference, and the Conference and related issues were promoted through United Nations information centres. A dedicated website in the six official languages was created and the Office of the Secretary-General's Envoy on Youth supported an interactive workshop on young people and oceans. A special double issue of *UN Chronicle*, under the theme "Our Ocean, Our World," was published ahead of the Conference. A screening of the award-winning documentary *Chasing Coral* was held, followed by a discussion on the impact of climate change on ocean life. United Nations Messengers of Peace Leonardo DiCaprio and Lang Lang recorded video messages in support of the Ocean Conference, with the former's video garnering more than 40,000 views. The Department organized daily briefings, and the #SaveOurOcean hashtag was widely promoted by the United Nations system, Member States and other partners and featured in more than 126,000 tweets from 1 to 11 June, with a potential reach of 269 million social media users.

21. Under the partnership among the Department of Public Information, the United Nations Foundation, the Office of the President of the General Assembly and the non-profit media organization PVBLIC Foundation, a Sustainable Development Goal media zone was organized at Headquarters, which became a hub for conversations on the oceans with a diverse mix of high-level officials, experts, celebrities, artists and other advocates. Sessions were live-streamed on United Nations WebTV and further distributed through social media platforms. In addition, the Department of Public Information promoted World Environment Day and World Oceans Day, both of which took place during the Conference.

22. United Nations information centres, together with local media outlets, joined two press conferences via WebEx from Headquarters in New York to prepare for the Conference. Offered in English and in French, the briefings generated considerable media coverage. The information centres also encouraged local communities to participate in activities promoting the conservation and sustainable use of oceans, seas and marine resources. The United Nations information centre in Cairo worked with a team of divers to clean up part of the harbour of Alexandria. The United Nations Office in Minsk launched a mobile museum-laboratory for teaching purposes. The United Nations information centre in Lagos organized a seafood

cooking contest and an exhibition of products made from recycled marine debris. Several United Nations information centres organized beach clean-up activities and invited young people to learn about conservation.

G. Together initiative

23. The Department of Public Information continued to coordinate the Together initiative to counter xenophobia and discrimination and to act as its focal point for Member States, the private sector and civil society. Engaging in a series of strategic partnerships, including with leading global NGOs on migration, with Member States and with private sector companies working pro bono, the Department produced and promoted original content through online and social media platforms featuring United Nations Messengers of Peace Yo-Yo Ma and Lang Lang, sports celebrities, mayors and members of host communities, as well as refugees and migrants. Selected United Nations information centres implemented more than 100 Together-branded events. These included journalist workshops in Lebanon and South Africa on how to communicate about migration without stereotyping; and lectures in schools, sports events, youth activities and movie screenings focused on migration in Australia, Austria, Bangladesh, Belgium, Germany, Hungary, Italy, Japan, Lebanon, Mexico, Slovakia, Slovenia, South Africa, Spain and Switzerland.

H. High-level political forum on sustainable development

24. For the high-level political forum on sustainable development in July, the Department of Public Information produced a comprehensive press kit and social media package in all six official languages, which it provided to United Nations information centres and the broader United Nations system. The Department also produced material highlighting the 44 countries that presented their voluntary national reviews of progress towards the achievement of the Sustainable Development Goals.

I. Strengthening United Nations information centres

25. The Department continued its regular use of WebEx briefings to provide United Nations information centres with guidance on programmatic and administrative matters. In particular, it provided continuous support to the information centres in Cairo, Mexico City, Pretoria and Rio de Janeiro, Brazil through briefings to strengthen their capacity to promote the work of the United Nations to local audiences as well as their own work with local United Nations country teams. Through more frequent interactions, the Department encouraged stronger information and experience-sharing among United Nations information centres, which led to more joint activities and greater social media reach and burden-sharing regarding translations. The information centres were encouraged to share knowledge and experience, which led to more joint activities concerning, for example, the Sustainable Development Goals, ocean conservation and migration and refugee issues.

26. An in-person workshop in Mexico City in July strengthened the administrative network among United Nations information centres in Latin America, promoted regional cooperation and prepared for the anticipated deployment of Umoja across all information centres in the region before the end of 2017.

27. To provide additional and timely support, directors of larger United Nations information centres are playing a greater coordination role with respect to the operations of smaller information centres in their region or time zone.

28. A redesigned United Nations information centre website built on the centrally supported Unite Web platform and employing the branding, multilingualism, accessibility, responsiveness and security standards of the main United Nations website is in the final phases of development. A project is also under way to set up a website-hosting environment for local United Nations information centre websites that is built upon an enterprise back-end maintained and supported by the Office of Information and Communications Technology.

J. Supporting United Nations country teams

29. Using their knowledge of the local media landscape and their experience in translating United Nations messages for local audiences, United Nations information centres supported joint communications, helped to draft communications strategies and assisted in communicating about the implementation of the United Nations Development Assistance Framework.

30. With the United Nations country team in Cameroon, the United Nations information centre in Yaoundé mobilized the media to cover the launch of the United Nations Development Assistance Framework for 2018-2020. The United Nations information centre in Harare helped United Nations system offices in Zimbabwe to engage with the local media on a joint action plan to strengthen press coverage of development and humanitarian issues. The information centre in Windhoek worked with United Nations agencies to promote a national road safety campaign, and the information centre in Antananarivo collaborated with the Office of the United Nations Resident Coordinator, the Government and journalists on a conference about the media's role in advancing peaceful, just and inclusive societies. The United Nations information centre in Bogotá and United Nations agencies in Colombia launched a national campaign to encourage action on oceans and the Sustainable Development Goals. The information centre in New Delhi and the Office of the United Nations Resident Coordinator worked together on a series of communications activities, including materials explaining the relationship between the United Nations and India.

K. Multilingualism

31. The network of United Nations information centres continues to use local languages to communicate widely and effectively with local audiences on the work of the United Nations. The information centres carry out activities in five of the six official languages while producing, translating and disseminating United Nations information materials in at least 68 languages. On a weekly, monthly, bimonthly or quarterly basis, United Nations information centres produce newsletters in 11 languages. They also use local languages on digital and social media platforms, maintaining 31 websites and 15 Facebook, 19 Twitter and eight YouTube accounts with content available in those local languages.

32. United Nations information centres translated the Sustainable Development Goals into Hausa, Tamazight, Twi and Yoruba, bringing the number of languages in which the Goals are currently available to at least 50.

33. The United Nations information centre in Lagos is working with the Federal Radio Corporation of Nigeria to produce United Nations Radio programmes in

Hausa and Yoruba, to provide United Nations-related information to some 120 million people speaking those languages.

L. Youth

34. Young people remain a vital partner and target audience for United Nations information centres, particularly when organizing activities to promote the Sustainable Development Goals or coordinating Model United Nations to learn about the work and structure of the Organization.

35. During a "Youth 4 Global Goals" event, the United Nations information centre in Tunis collaborated with a large youth organization, AIESEC, to promote youth participation in implementing the Sustainable Development Goals. The United Nations information centre in Rio de Janeiro supported a Model United Nations event for German-speaking schoolchildren in which 2,000 students from Brazil and other countries participated.

36. The United Nations information centre in Warsaw organized the third edition of its annual Blue Peace March to promote human rights and peace. Attracting some 400 participants, the 2017 march emphasized youth outreach and included performing arts events by young people and a social media campaign that engaged primary school and middle school students across Poland.

M. Crisis communications

37. In June, the Department provided an updated version of the United Nations Communications Group standard operating procedure for how to communicate in a crisis. It details both the procedures to follow and the organizational structures that should be in place, for effective coordination across the United Nations system both in countries and at Headquarters for dealing with crises in the field and at Headquarters.

III. News services

A. Social media

38. The Department undertook steps to realign resources and create a multilingual social media team to develop and carry out its overall social media strategy. The team will coordinate planning, branding and the promotion of social media content and also coordinate Secretariat and United Nations system social media efforts, including liaison with Member States. The Department's multilingual social media accounts continued to see steady growth, gaining 1.7 million news fans/followers between January and June across major platforms. In recognition of the widespread increase of the digital sphere as a global hub of news and information, the Department has been renewing its strategies to improve language parity and enhancing outreach to diverse demographics and audiences. It has been working to improve the coordination of its multilingual social media accounts, with multimedia content being shared across platforms. The Department has also been engaging with Facebook, Instagram, Snapchat, Twitter, Weibo and other platforms on how to maximize outreach and impact within existing resources.

39. The Department has been working closely in its multilingual social media accounts with counterparts across the United Nations system to amplify messages and raise awareness of complex and pressing issues, including the Sustainable

Development Goals; climate change and disaster resilience; peace and security; human rights; counter-terrorism; famine and food security; humanitarian crises in the Niger, north-east Nigeria, South Sudan, the Syrian Arab Republic and Yemen; and migration.

40. The Department mobilized coordination across the United Nations system to work towards a harmonized One UN approach. Global campaign materials are being shared on social media platforms, including for the Together campaign, which has reached an estimated 43 million people on Twitter to date in 2017.

B. Web and digital

41. The audience of the central pillar of the United Nations online presence, the macro website www.un.org, continues to grow in response to new and revised content on the work of the Organization in the six official languages and in formats that comply with accessibility requirements.

42. During the period from March through May, the number of unique users increased by 300,000. The most-viewed language is English, with 6.5 million unique users over the period — almost 50 per cent of the total audience. The second most-viewed site is Spanish, with some 4.3 million unique users during the same period — more than a quarter of the total audience.

Figure I
Unique users

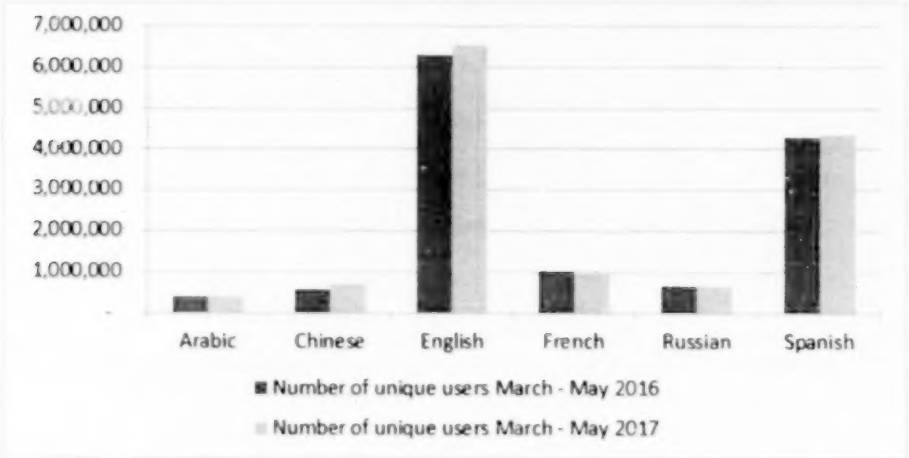
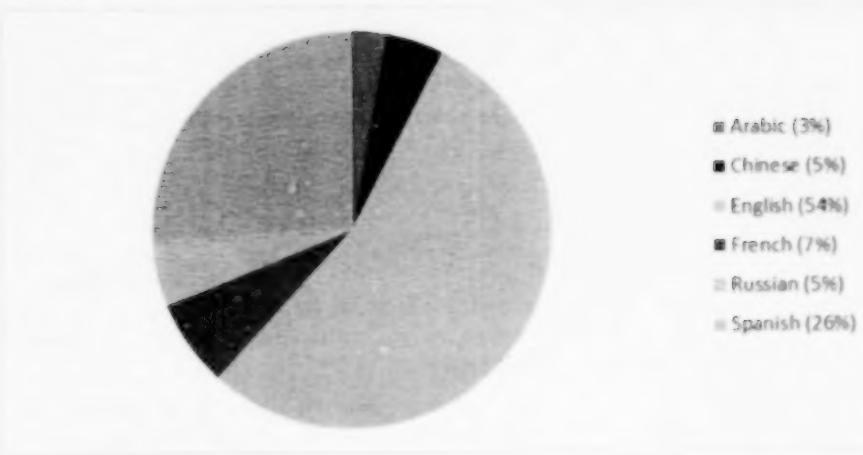


Figure II
Total page views



43. The Department designed and launched a number of important new multilingual websites during the reporting period. These included the United Nations Counter-Terrorism Centre website, available in the six official languages, outlining the Organization's work on the subject, as well as key themes and priorities, and featuring key documents, including the United Nations Global Counter-Terrorism Strategy, and the plan of action to prevent violent extremism, along with a support portal for victims of terrorism; the interactive multimedia website "The Essential UN", offering facts, figures and explanations of the structure and operations of the United Nations; and a redesigned legacy website on the United Nations Information System on the Question of Palestine, providing users with access to an extensive collection of documents with the design, format and functionality of other official United Nations sites.

44. The Department has been focusing on developing and updating websites for United Nations observances in all six official languages, which are among the most visited online pages. During the reporting period, new sites were added for International Asteroid Day; Sustainable Gastronomy Day; International Day of the Tropics; International Chernobyl Disaster Remembrance Day; Micro, Small and Medium-Sized Enterprises Day; and Time of Remembrance and Reconciliation for Those Who Lost Their Lives during the Second World War.

45. To further raise awareness of and increase media engagement on United Nations observances, the Department has begun consolidating information on multimedia features produced for the Days, including broadcast-quality versions of the Secretary-General's video messages and emailing to broadcast partners and other subscribers in advance to increase coverage.

46. Lastly, the Department has updated the two apps "UN News Reader" and "UN Audio Channels", upgrading the former — already the most downloaded United Nations app — for iOS and Android devices and making the latter more robust through the inclusion of social media complementing live audio feeds and feature podcasts, which has proved popular with journalists covering events at Headquarters.

C. United Nations News Centre

47. The United Nations News Centre moved towards the launch of an integrated multimedia website making news and features in audio, video, print and photo available to viewers and radio partners in a single online news hub, as well as dispatched via e-mail. This represents a continuation of efforts to broaden the reach of United Nations messaging and provide clear and factual information on complex and sensitive subjects to diverse demographics across languages and regions to meet the demands of news consumers. For example, explainer videos were created on the United Nations response to sexual abuse and exploitation and on the subjects of peacekeeping and female genital mutilation.

48. The English Unit of the United Nations News Centre continues to be the catalyst in the production of content for diverse audiences, providing in-depth features and human stories addressing complex themes, with related video content adapted in other languages. Examples include reporting from conferences and from the field, such as the Uganda Refugee Solidarity Summit in June, commemorative themes such as the seventieth anniversary of the Economic and Social Commission for Asia and the Pacific and contributions made by peacekeeping, including the drawdown of the United Nations Operation in Côte d'Ivoire. The English Unit spearheaded the Department's push into podcasting, addressing topics such as sexual violence during conflict, counter-terrorism efforts and the Sustainable Development Goals.

49. The Chinese Unit of the United Nations News Centre strengthened its partnerships with China's flagship radio stations, including China National Radio, China Radio International, Radio Beijing and Radio Shanghai. With their support, including frequent end-to-end live link-ups between the Chinese Unit and China National Radio, United Nations information reaches millions of Chinese-speaking audiences both in China and around the world. As an instance of leveraging the power of celebrity to raise awareness, a video interview with the young Chinese singer Wang Yuan attending the 2017 Economic and Social Council Youth Forum attracted some 6 million views on Weibo's Miaopai platform.

50. The French Unit of the United Nations News Centre stepped up efforts to reach out to young people, partnering with Eco-radio, a web-based radio network in France affiliated with the Associated Schools Project Network programme of the United Nations Educational, Scientific and Cultural Organization (UNESCO), which focuses on education for sustainable development and global citizenship. The French Unit is cultivating more youth-oriented partnerships through a regular video news bulletin targeting younger audiences, its programming focuses on important peacekeeping messaging for the francophone world, the situation in Burundi, human rights and sustainable development. In March, the French Unit gathered a total of 1.36 million impressions — 30 times more than in the same period the previous year.

51. The Russian Unit of the United Nations News Centre continued its efforts to reach larger audiences worldwide by introducing innovative products such as News-in-Brief and News Alerts for radio station partners and through enhanced multimedia productions for the United Nations News Centre portal. Regional cooperation was also boosted through close cooperation with, for example, United Nations offices in Kyiv, Minsk and Moscow. Related social media platforms have been steadily increasing in popularity. For example, during the reporting period, the number of Facebook followers tripled; those of the audio productions on SoundCloud quadrupled; and the number of Twitter followers grew by 50 per cent.

52. Coverage of issues on the United Nations agenda by the Arabic Unit of the United Nations News Centre has made it a reliable source of information for diverse audiences, including influencers such as politicians and celebrities. Its videos have garnered thousands of views and retweets. Regular features have spotlighted the work of the United Nations system in Iraq, the Syrian Arab Republic, Yemen and across the Middle East, as did its interview with Muzoon Almellehan, the first refugee to become a United Nations Children's Fund (UNICEF) Goodwill Ambassador.

53. The Spanish Unit of the United Nations News Centre produced coverage tailored to increasing audiences, with in-depth coverage of regional issues, including the peace process in Colombia and topics such as natural disasters, indigenous issues and human rights. Social media successes included a tweet about the designation of the President of Chile, Michelle Bachelet, as a United Nations "Honorary Gender Champion", which gathered more than 126,000 impressions and more than 1,000 retweets; and a Facebook video about an indigenous Mexican activist, which reached 160,000 people and had at least 48,400 views. Efforts are under way to expand partnerships with platforms such as Huffington Post Spain and National Radio of Spain.

54. The Kiswahili Unit of the United Nations News Centre welcomed six new radio station partners, from Kenya, Somalia, Uganda and the United Republic of Tanzania, during the reporting period. Facebook live-streaming has become one of the most popular elements of daily programming, with 234,000 followers compared with 76,000 a year ago. Multimedia products are disseminated by United Nations information centres in Dar es Salaam, United Republic of Tanzania and Nairobi, while field partnerships with UNICEF, the United Nations Population Fund, the World Health Organization and the United Nations Entity for Gender Equality and the Empowerment of Women have resulted in multimedia products that cater to the region. The Kiswahili Unit conducted a series of interviews during the sixty-first session of the Commission on the Status of Women, in March, and published field-based stories from Burundi and Uganda on the real life of women refugees in the camps. The plight of refugees in East and Central Africa was a focus of news stories, with the situation in Burundi routinely drawing major coverage.

55. The Portuguese Unit of the United Nations News Centre continued to be a primary source of information about the United Nations for Portuguese-speaking nations, and its short videos and adaptations into Portuguese for social media attracted new audiences. The Secretary-General's video on International Women's Day achieved more than 334,000 views, 3,900 reactions on social media and a reach of 1.2 million people. New partners included TV Cabo Verde, which airs the new daily video *Destaque ONU News* in prime time; Nova Escola, an educational website in Brazil with 1.1 million followers; TV Zimbo of Angola; and *Globo Rural* magazine. Facebook Live has increased its followers by 70 per cent since September 2016.

D. Press and meetings services

56. Between March and September, the Meetings Coverage Section produced close to 2,100 press releases in English and French. Almost a third of that output consisted of summaries of the meetings of the General Assembly, the Security Council and the Economic and Social Council, as well as of their subsidiary bodies and substantive commissions. More than 1,100 press releases included statements, remarks and messages from the Secretary-General and Deputy Secretary-General and material from other United Nations offices and departments.

57. The Media Liaison and Accreditation Unit processed more than 1,200 accreditation requests at Headquarters in New York and took steps to process thousands more for the high-level period of the General Assembly in September. From March through May, the Unit provided information and logistical assistance to approximately 2,000 journalists at stakeouts and press briefings. In an effort to garner increased coverage, the Unit regularly alerts members of the press and other partners, including its 38,000 Twitter followers, to United Nations activities at Headquarters and the release of critical documents. In advance of the seventy-second session of the General Assembly, the Unit expects to process between 2,500 and 3,500 requests for accreditation during the high-level period.

58. The Department's webcast services, which bring live and on-demand video coverage of United Nations meetings and events to a global audience, sought ways to improve and expand its products. The United Nations Web TV website has been broadcasting live General Assembly plenary meetings and Security Council meetings in the six official languages and providing corresponding on-demand videos of the events. The webcast team has also updated the website to facilitate the search for multilingual videos and enable a mobile-friendly presentation. Webcast services had some 13 million video views during the reporting period.

E. Video, television and photo

59. The monthly flagship programme *21st Century*, now in its tenth year of production, airs on major global broadcast and social media platforms. The French version, *21ème Siècle*, continues to be hosted by internationally acclaimed singer-songwriter Angelique Kidjo. The Chinese version is also entering its fifth year of production.

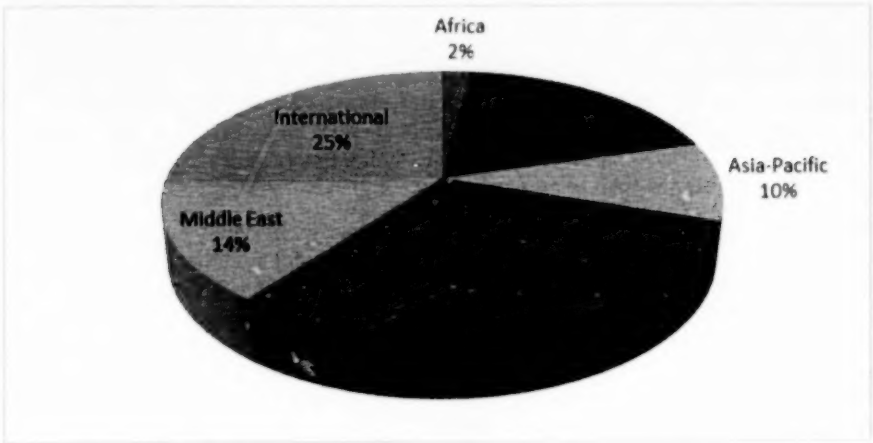
60. Recent episodes of the show marked International Day of United Nations Peacekeepers and the Ocean Conference and an August episode focused on refugees and migrants, including the successful integration of migrants from the Syrian Arab Republic and Afghanistan into Germany.

61. The Department stepped up its creation of videos for social media, aimed at engaging audiences around commemorative days and priority United Nations themes. The videos, often produced in eight languages (six official, plus Portuguese and Kiswahili) and incorporating messages from the Secretary-General, have highlighted International Women's Day, International Day of Sport and Development for Peace, International Day of United Nations Peacekeepers and World Environment Day. Two short videos were also created for World Refugee Day and International Day of the World's Indigenous Peoples.

62. The *UN In Action* series continues to share stories in the six official languages, flagging the work of the United Nations around the world, for example, in stories on lesbian, gay, bisexual and transgender homeless youth in New York; the famine response in South Sudan; and the rebuilding of a war-torn community in Colombia.

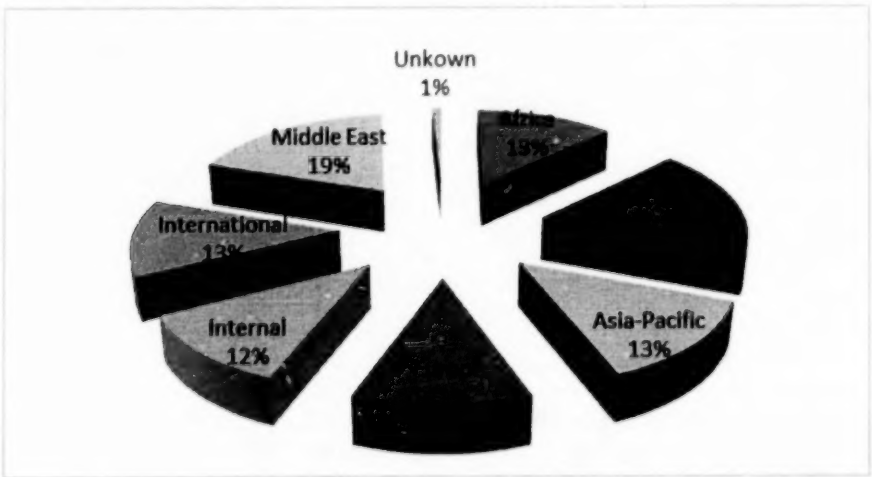
63. The Department's UNifeed remains the go-to place for broadcasters that need video footage related to the work of the United Nations and its agencies, both at Headquarters and in the field. Clients can access video news packages either by downloading the material via the UNifeed website or via major news organizations that have been long-time partners, such as AP, Reuters TV and Eurovision. Some 500 broadcast users are expected to have made about 8,000 downloads per month over the reporting period, and plans are in place to continue building the client base. Meanwhile, the Teletrax monitoring system shows that television stations around the world aired UNifeed packages, or parts of them, more than 25,000 times during the same period, reaching millions of viewers.

Figure III
UNifeed on air, as monitored by Teletrax



Note: Teletrax monitoring is limited in Africa.

Figure IV
UNifeed downloads by region



64. The United Nations Photo Library continued to handle a large number of requests from Member States, the media, publishers and the general public. During the reporting period, the Photo Library responded to more than 4,000 requests and distributed 110,000 high-resolution photographs. The United Nations Photo Facebook page garnered at least 100,000 likes, with a monthly reach of around 40,000. The United Nations Photo Twitter page has 82,000 followers, achieving an average of 12,000 impressions a day. The Flickr account has 35 million accumulated views, compared with 26 million one year ago.

65. The Department moved forward on digitizing the United Nations historic audiovisual collection, made possible through a donation by the Government of Oman. To date, 10,000 audiovisual records have been entered into the digital database system; 5,300 records have been verified by professional archivists; and 1,200 video and film tapes have been digitized. Among the processed archival

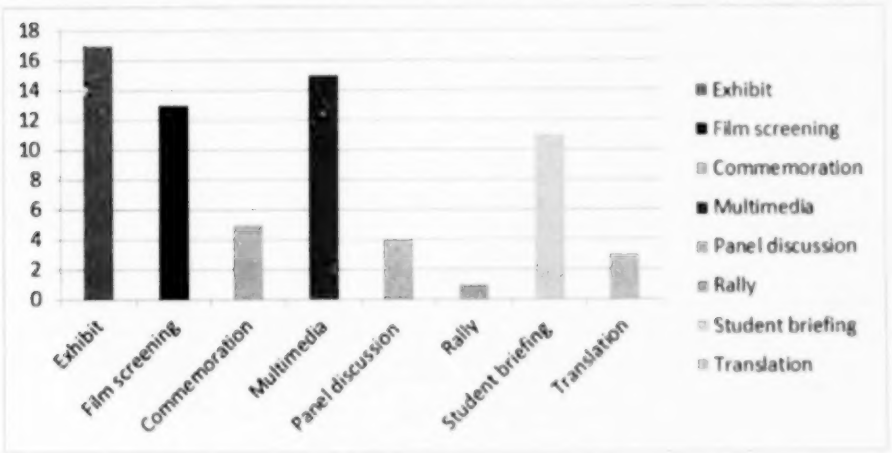
materials, some 700 items have been posted on the Audiovisual Library website to date.

IV. Outreach and knowledge services

A. Education outreach

66. As part of the observance of International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, the Remember Slavery programme of the Department of Public Information mounted an exhibit, "A legacy of black achievement," at Headquarters in March. The Department also partnered with the UNESCO Associated Schools Project Network and The Links, Incorporated to hold the annual global student videoconference in May under the theme "Recognizing the legacy and contributions of people of African descent". United Nations information centres organized nearly 70 related educational activities in 20 countries.

Figure V
United Nations information centre "Remember Slavery" activities



67. In partnership with the Permanent Mission of Austria to the United Nations, the Austrian Cultural Forum, the New York City Department of Education, Facing History and Ourselves and the Hold onto Your Music Foundation, the Holocaust and the United Nations Outreach Programme of the Department of Public Information brought together 450 middle school and high school students and their teachers for a multimedia presentation on *The Children of Willesden Lane* at Headquarters in April.

B. Youth and educational outreach

68. In collaboration with Ambassadors to the United Nations, the Department of Public Information organized a training session on the "UN4MUN" approach to Model United Nations, held in London in April, which was attended by 35 student leaders and advisers from 22 countries.

69. The Department also produced, in all six official languages, an animated video on the story of Yusra Mardini, a young Syrian refugee, in support of World Refugee Day and the Together initiative, and another on young Rohingya refugees.

70. Ahead of International Day of Peace, the student observance "Together for peace: respect, safety and dignity for all" was held at Headquarters. A related website, print materials and animated videos were made available in all six official languages.

C. United Nations Academic Impact initiative

71. The United Nations Academic Impact initiative continued its outreach to higher education institutes and research associations by collaborating with academic partners to organize interactive panel discussions among researchers, civil society practitioners and United Nations officials in April and June on the theme "Unlearning intolerance: perspectives from 2017", which explored means of preventing manifestations of violent extremism, and national and international perspectives on global citizenship, as well as another in July on the United Nations approach to human security.

72. Also in July, the United Nations Academic Impact initiative, in association with ELS Educational Services, concluded the fourth annual "Many languages, one world" international essay contest for college and university students. The theme for 2017 focused on the role of multilingualism in fostering global citizenship and cultural understanding. Students were asked to write an essay on the topic in a United Nations official language that was neither their mother tongue nor their primary language of instruction. More than 6,000 participants from 1,900 universities in 170 countries took part. A total of 60 winners attended a multilingual Global Youth Forum culminating in an event in the General Assembly Hall in July in which students presented action plans for achieving selected Sustainable Development Goals.

73. The United Nations Academic Impact initiative published a number of academic articles on its website on related issues, including a series on women in science, technology, engineering and mathematics; young people in Africa; traditional medicine; reconciliation in post-conflict Rwanda; and sustainable tourism.

D. Engagement with youth

74. In mid-July, the newly appointed Envoy of the Secretary-General on Youth, Jayathma Wickramanayake, who has a track record of advocacy in Sri Lanka, started her duties with respect to encouraging youth engagement in the work of the United Nations.

75. In May, in collaboration with the Permanent Mission of Denmark to the United Nations and the Major Group for Children and Youth, the Office of the Envoy of the Secretary-General on Youth organized the side event "Launching a vision for youth in science, technology and innovation at the United Nations and beyond" at the second annual multi-stakeholder forum on science, technology and innovation for the Sustainable Development Goals.

76. World Youth Skills Day, held on 17 July under the theme "Skills for the future of work", provided an opportunity for representatives of Member States, the United Nations system, the private sector, civil society and youth organizations to share lessons learned and best practices on strategies to address future skills needs.

77. The Office also co-organized, together with the Permanent Mission of Denmark to the United Nations, the United Nations Development Programme, the Major Group for Children and Youth and the Restless Development agency, an

event, held on 19 July during the high-level political forum on sustainable development, that showcased how young people are engaging in voluntary national review processes.

78. International Youth Day, whose theme was "Youth building peace", was commemorated with an event at Headquarters in New York on 11 August.

E. Sales and marketing

79. The United Nations iLibrary (un-ilibrary.org) has grown to contain more than 3,500 titles, of which half are in languages other than English. The iLibrary, which allows fully searchable access to view aggregated United Nations content, has also expanded its content to include working papers and databases.

80. The e-commerce platform shop.un.org promotes new publications in connection with United Nations priorities such as the Sustainable Development Goals, peace, climate change, gender, migration and special events such as the Ocean Conference.

81. United Nations Development Business, a subscription-based online publication for procurement announcements for development projects, continued to focus on encouraging inclusive supply chains, in particular through facilitating knowledge-sharing on gender-responsive procurement and improving access by African and Asian companies to global public procurement.

F. Publications and editorial

82. An issue of *UN Chronicle* on human rights was published in March in recognition of the fiftieth anniversary of the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights. A forthcoming issue examines the issue of prevention of conflicts and crises.

83. In May, the Department published, for the first time in colour, a new edition of *Basic Facts about the United Nations* in English, updated with details about the Organization's global activities since 2014. Work has begun by United Nations Academic Impact member institution Shanghai International Studies University on translating the book into Chinese, and arrangements are being explored with the United Arab Emirates for an Arabic edition.

84. *UN Chronicle* is published in all six official languages, with Chinese produced in partnership with Shanghai International Studies University. The online-only Yearbook Express, featuring summarized content from the *Yearbook of the United Nations*, has continued to expand its availability in all official languages to previous issues as well as the most recent volume of the *Yearbook*, at no cost to the Organization — the Chinese edition being produced in collaboration with United Nations Academic Impact member institution Soochow University.

G. Dag Hammarskjöld Library

85. Services to Library stakeholders and clients continued to expand. The online knowledge base, Ask Dag, (ask.un.org) has grown to some 50,000 views per month. More than 2,000 research requests from permanent missions were filled, and specialized training was delivered to more than 325 delegates. The Library conducted more than 70 recurring training sessions on Library resources to some 600 participants.

86. Since March, the Library has published 10 multilingual research guides, including on youth and sustainable development; the Ocean Conference and Sustainable Development Goal 14; teaching the Sustainable Development Goals; United Nations documentation for the Trusteeship Council; and, in Arabic, human rights, peacekeeping, disarmament, environment and law.

87. The launch of the United Nations Digital Library made more than 800,000 United Nations documents, votes, speeches and open access publications freely available online.

88. Some 12,366 United Nations documents (representing 155,340 pages and 700 maps) were digitized and uploaded to the Official Documents System and the United Nations Digital Library. The reports of the Economic Commission for Africa, the Economic and Social Commission for Asia and the Pacific, the Economic Commission for Europe, the Economic Commission for Latin America and the Caribbean and the Economic and Social Commission for Western Asia (ESCWA), as well as those of the Fourth Committee (Special Political and Decolonization Committee), were completely digitized.

89. In addition, 4,741 metadata records were created and assigned to United Nations documents and publications to improve ease of search and retrieval and more than 19,667 speeches relating to agenda items of the three main deliberative organs were indexed.

H. Non-governmental organizations, advocacy and special events

90. The Department focused on multi-directional partnerships with 1,465 associated NGOs aimed at building support for United Nations priorities. In partnership with the Executive Committee of NGOs Associated with the Department of Public Information, the Department organized the event "Intergenerational dialogues on the Sustainable Development Goals", held at Headquarters on 1 August.

91. In March, on the occasion of World Down Syndrome Day, the Department facilitated filming at Headquarters for the award-winning United States documentary/reality television series *Born This Way*, which follows the lives of young adults with Down Syndrome and, in May, for a segment of the Israeli version of the reality television show *The Amazing Race* promoting the values of multiculturalism and multilingualism.

92. During the Ocean Conference, the Department facilitated filming for a project, sponsored by the Thyssen-Bornemisza Art Contemporary Academy and supported by the German Federal Ministry of Education and Research, to be presented as a video installation at the Venice Art, Architecture and Film Biennales. In April, the Secretary-General designated the Nobel laureate Malala Yousafzai as a United Nations Messenger of Peace, with a special focus on girls' education. United Nations Messengers of Peace Leonardo DiCaprio and Lang Lang recorded video messages in support of the Ocean Conference, with the former's video garnering more than 40,000 views. In addition, Mr. DiCaprio and the United Nations Goodwill Ambassador for Biodiversity, Edward Norton, each authored an article for the *UN Chronicle* special issue related to the Conference. Social media content from United Nations Messengers of Peace Jane Goodall, Mr. Lang and Mr. Ma also promoted the 100-day countdown to the International Day of Peace.

93. The United Nations observance of World Autism Awareness Day focused on the rights of persons with autism to individual autonomy and legal capacity as called for by the Convention on the Rights of Persons with Disabilities. A United

Nations Headquarters event attracted a capacity audience in person and was also live-streamed on Facebook to more than 100,000 people. For International Day of Happiness, in March, the Department of Public Information partnered with UNICEF, the United Nations Foundation and Sony Pictures to promote the Sustainable Development Goals through the movie *Smurfs: The Lost Village*. The campaign highlighted how the Goals can create a happier world and featured an event at Headquarters attended by the movie's stars and featuring Model United Nations students. The event was covered by 180 press articles and on 104 television news broadcasts, and the wider digital campaign reached an estimated 137 million users.

94. In March, the Department of Public Information assisted the Permanent Mission of Haiti to the United Nations in arranging a screening of the documentary *Cassures: Nos familles entre Haïti et ailleurs*, which was followed by a conversation about migration with the filmmaker and expert guests.

I. Visitors' services

95. Some 15 journalists from countries with developing economies and economies in transition participated in the annual Reham Al-Farra Memorial Journalists Fellowship Programme, which ran from 10 to 30 September.

96. The Speakers Bureau arranged for groups to be briefed by United Nations officials on a wide range of topics. Briefing programmes reached more than 22,000 people, primarily students. Groups were briefed in all six official languages, as well as in German, Italian, Japanese and Korean, at Headquarters, through Skype and at other locations. The UN4U outreach activity enabled United Nations officials to travel to elementary, middle and high schools in New York City and in other neighbouring communities to educate some 1,500 young people about the work of the Organization.

97. Guided tours of one hour about the work of the Organization, conducted in the six official languages, as well as in German, Hebrew, Italian, Japanese, Korean, Portuguese and Turkish, were taken by some 165,000 visitors.

98. An interactive space for children opened at Headquarters in July, featuring audiovisual materials and activities encouraging children to learn about the institution.

J. United Nations intranet (iSeek) and deleGATE

99. More than 350 stories in English and French and more than 550 global and local announcements on key management issues and United Nations events and initiatives were posted on the United Nations intranet, iSeek, and deleGATE sites during the reporting period.

100. iSeek has fully integrated additional local intranets (for example, the ESCWA intranet to iSeek Beirut and the United Nations Office at Geneva intranet to iSeek Geneva) and has initiated talks with other local intranets, in particular with the United Nations Office at Nairobi and other parts of the Secretariat (for example, the Departments of Peacekeeping Operations and Field Support and the Office of Human Resources Management), about possible convergence. Work on migrating deleGATE to the iSeek platform is ongoing.

K. Graphic Design Unit

101. The Graphic Design Unit continued to support Secretariat departments and United Nations information centres by providing visual communication and graphic design solutions for global and internal public information campaigns, conferences and publications, including multilingual design services for the Ocean Conference, several General Assembly high-level thematic debates, the tenth anniversary of the Human Rights Council, the Together initiative and the United Nations World Data Forum.

V. Deepening a culture of evaluation

102. The Department maintained its commitment to a culture of evaluation with the objective of enhancing the effectiveness of its products and activities. The Evaluation and Communications Research Unit conducts evaluations for the Department and provides technical support to programme managers in carrying out their own self-assessments. In 2017, the Department is undertaking two evaluations: one focused on gender equality and the empowerment of women and the other on the Department's work relating to partnerships. In support of the gender strategy adopted by the Department in 2016, the former evaluation is analysing its communications products and services with a view to assessing the Department's contribution to gender equality and the empowerment of women. The latter evaluation will focus on youth-oriented partnerships.

103. The Evaluation and Communications Research Unit is tracking metrics for monitoring and reporting purposes, including traditional news media, social media and website performance. In support of the communications work related to the Ocean Conference, the Unit conducted a media monitoring and analysis project in collaboration with United Nations information centres, covering media in 70 countries. The analysis focused on the news coverage of the Conference and the ability of the United Nations to promote the coverage of key messages, topics and spokespersons. Initial findings indicate that the pickup of key United Nations messages was strong, with more than four out of every five stories carrying at least one message and a United Nations official being quoted in more than a third of the articles. The analysis also covered social media outcomes, specifically on the use of the hashtag #saveourocean, which was used widely by the Department of Public Information and United Nations partners to spread awareness of the Conference's goals and messages.

VI. Conclusion

104. The Department is implementing changes to ensure that United Nations communications are relevant, strategic and accessible by aligning its outputs and adjusting its use of resources to meet the challenges posed by the rapidly changing media landscape. Communicating in languages and in formats that are readily understood remains the core mission of the Department, as defined and refined by the ever-accelerating pace of technology. Social media, which offers an immediate way to engage global audiences about the work and goals of the United Nations, is becoming increasingly important. A rapid realignment of functions within the Department in July and August offered workable opportunities to dramatically expand outreach through those media in both languages and content.

105. The Department will continue to work with Member States and a broad array of partners across multiple platforms in as many languages as possible to promote global awareness and understanding of the activities and concerns on the United Nations agenda.